



WTIC-TV

ORDER

Print Date 10/08/12 Page 1 of 2

Flight Dates 10/22/12-10/28/12

Contract / Revision 396437 /
 Original Date / Revision 10/08/12 10/08/12
 Advertiser A Roraback/R/5th D/Cong

Agency Jamestown Associates
 Buying Contact
 5 Mapleton Road
 Suite 300
 Princeton, NJ 08540

Product RORABACK FOR CONGRES

Agency Com 15%
 Billing Contact
 5 Mapleton Road
 Suite 300
 Princeton, NJ 08540

Sales Office TWDC
 Sales Region National
 Agency Ref

Order Sep 00:15:00
 Estimate # REP-DISTRICT 5
 Alt Order # 06327547
 Billing Type Cash
 Order Type GENERAL
 Billing Cycle EOM/EOC
 Billing Calendar BROADCAST
 Demographic A35+
 Rev Codes AGY POL CAND
 Product Codes PL4
 Priority 01
 Advertiser Ref

Primary Account Executive
 Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 10% Market Value 160800

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	39%	62712
4WVIT	21%	33768
5WTNH	30%	48240
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	39	\$13,668.00	\$16,080.00	0.00	10/01/12	10/28/12	39	\$13,668.00	\$16,080.00
Totals	39	\$13,668.00	\$16,080.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	61	10/22/12	10/26/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	\$275.00	01	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$275.00		0.00			
E 2	61	10/22/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$175.00		0.00			
E 3	61	10/22/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	3	\$110.00	01	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$110.00		0.00			
E 4	61	10/22/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	10	\$225.00	01	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					10	\$225.00		0.00			
E 6	61	10/22/12	10/26/12		CM	10p-11p	MTWTF--	:30	5	\$1,400.00	01	0.00	NM	5	\$7,000.00



WTIC-TV

Print Date: 10/08/12

Page 2 of 2

Contract / Revision **396437** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:15:00

Advertiser **A Roraback/R/5th D/Cong** Product **RORABACK FOR CONGRE!** Estimate # **REP-DISTRICT 5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F News at Ten News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$1,400.00		0.00			
E 7	61	10/22/12	10/26/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTWTF--	:30	4	\$375.00	01	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					4	\$375.00		0.00			
E 8	61	10/28/12	10/28/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$375.00		0.00			
N 9	61	10/22/12	10/26/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	2	\$800.00	01	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$800.00		0.00			
N 10	61	10/22/12	10/26/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWTF--	:30	1	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$175.00		0.00			
N 11	61	10/22/12	10/26/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	MTWTF--	:30	3	\$200.00	01	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$200.00		0.00			
													Totals	39	\$16,080.00